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Davis Vision Presents New York Islanders “Literacy Day”

Players travel to 12 Elementary Schools, Encourage Reading and Writing

Plainview, NY (Nov. 8, 2007) -- Most parents recognize how vital good vision is to their children's development – especially reading – and, as children grow and mature, much of what they learn is processed through their eyes.

"Reading and writing is important in all aspects of life. Whether you're a hockey player, teacher or doctor, you have to be able to read and write in order to succeed." This message was delivered to a dozen New York elementary schools as part of the recent New York Islanders “Literacy Day” presented by Davis Vision and Sharp.

Islanders team members spoke to students at 12 different elementary schools across Nassau and Suffolk County, New York. Prior to their afternoon practice, the team took part in the Second Annual Literacy Day activities. A question and answer session preceded an autograph signing session for students.

“Davis Vision is proud to be a presenter of this New York Islanders program, since it is dedicated to teaching young minds the importance of literacy through a school assembly run by Islanders players. We applaud the players for their efforts” said Joseph Carlomusto, Davis Vision president and chief executive officer.

Davis Vision supports community outreach activities like this, to provide children and their parents with a better understanding about the importance of good vision, healthy eyes and healthy lives.

"This was a terrific day since it provided an opportunity to have role models read to students, and hopefully excite them to pick up a book and read on their own independently," said Carlomusto. "As a school-wide event, it unites us and focuses on literacy."

About Davis Vision

Davis Vision currently serves nearly 50 million members nationally and was the first vision care preferred provider organization to receive accreditation from the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). Its provider network-credentialing program has been certified by the NCQA.

The company administers vision and eyeglass services through an extensive network of over 30,000 participating providers, which include ophthalmologists, optometrists, opticians and many of the nation's premier retail centers.

Davis Vision is based in Plainview, New York. For more information about Davis Vision, visit www.davisvision.com.

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